

Easter Music in the Grand Court at 9, 11.55 and 4.50 Chimes at Noon

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

Now for the First Full Week of the First Real Month of Spring!

An Old Grist Mill by the Water Side on a Favorite Drive

sometimes kept on grinding when the hopper was empty.

It simply made a noise, with its big, hard stones knocking against each other, having nothing to work upon but itself.

The human mind is much like a mill: when it lacheth corn or wheat it clatters along, rattling away as if it were doing something, when it is simply wasting itself.

Many persons have nothing to think of outside of themselves, so their thoughts grind up their peace and content.

A good adviser in their content or occupation might relieve them from mental depression and temporary anxieties.

Heap up the mind's hopper with a service of kindness to somebody. We have often been told that walking through the Store from the railroad terminals to Chestnut Street and listening to the peals and appeals of the morning music lightens the whole day.

(Signed) John Wanamaker
April 3, 1920.

It Was Caroline Rebox Who First Used Coque Feathers This Spring

of her smartest hats, and it was this inspiration which prompted the milliners in our own Gray Salons to make some new and charming hats, with the glistening coque feathers for adornment.

The hats are in new shapes and of fine Milans and other straws, in dark colorings, chiefly.

They are quite distinctive, they will be very smart for tailored wear, and they will be shown for the first Monday morning.

Prices start at \$25.
(Second Floor, Chestnut)

Jaunty New Sports Coats in Brown Shades for Young Women

Two new and good models are these coats in the much-liked sports style, both with pockets and belts and pleats, both well tailored and carefully finished.

A \$27.50 coat is of polo cloth; a \$35 coat is of soft wool velour. Both are in tan and brown shades.

14 to 20 year sizes.
(Second Floor, Chestnut)

"Shower" Handbags—Newest From Paris

A charming and dainty style that just arrived from France and that will be found nowhere else in Philadelphia.

Over a bracelet handle a double silk bag is draped in saddle-bag effect. Both outer sides of the bag are covered with veritable "showers" of beads, formed by row after row of loops in two-color combinations. Silver with pink, lavender, gray, green and brown or jet with red, garnet, burnt amber and so on.

Delightfully new for Summer wear with light color gowns. And very moderately priced at \$16.75.
(Main Floor, Chestnut)

We Bought in Paris Certain Beaded Robe Patterns

Really lovely things that we knew Philadelphia women would like the opportunity of having for Summer gowns. They have just been opened, and it is hardly necessary to say that there is small likelihood of any similar robe patterns being seen. The material is a very fine French cotton voile in Nattier blue, ivory, champagne, coral and pink, all are beaded in white and in three designs. There is ample material and trimming for both skirt and blouse, \$27.50, \$32.50 and \$37.50.
(Main Floor, Central)

Admirable White Waists

Waists of the rather quiet, altogether refined order which a certain type of woman insists upon having. A batiste with very close fine tucks and heading and a round-cornered collar is \$10.75. Another of the same type has narrow embroidery insertion and costs \$12. A third has cluster tucks of a quite incredible fineness. \$12.50. A fourth—of voile—has lace and embroidery dots, it even boasts a narrow grosgrain navy ribbon, \$12. A voile with Valenciennes is \$15. And another with real filet is \$16.75.
(Third Floor, Central)

Parisienne Corsets

The very finest materials—broche, coutil, silk batiste and silk tricot—are used for them, and the workmanship is equally fine. A few of the most attractive models are these—

At \$10—A model of serviceable coutil, with low bust, long skirt and heavy boning.

At \$12—A design for women requiring something full in the bust and small in the hips. It is medium high and the skirt is long, with cross-garters; the boning is heavy.

At \$21—A low girder-top corset of pink broche—very pretty.

At \$25—A topless pink model with elastic inserts and considerable length below the waist.

At \$30—A white silk fancy batiste with low top and long skirt with elastic gores.
(Third Floor, Chestnut)

New Styles in Women's Sweaters and Slip-ons

Silk-plated slip-ons in white, pink, turquoise, Copenhagen, navy, purple and black, \$10.50.

Silk sweaters in Tuxedo model in fancy block weave with sash or in vertical colors. Colors are white, black, navy, peacock, sand, pink, purple and turquoise. Price \$30.
(First Floor, Market)

Have You Noticed How Many Young Women Are Wearing Plaid Sports Skirts?

On the street they are worn with colored sports jackets or top coats of solid color, and the combination is very effective.

The new skirts are in small and large plaids, in checks and plain colors, and there is a wide variety.

But They Are All Pleated!

Some are knife pleated, some accordion pleated and some box pleated—all are in fashion.

For \$10 there are box-pleated shepherd check and larger plaid skirts.

For \$17.50 there are box-pleated plaid velour skirts.

For \$15, box-pleated plaid skirts in attractive colors.

For \$22.50, shepherd check skirts in black and white, and knife pleated.

For \$23.50 there are accordion-pleated skirts of fine white serge.

And for \$30 there are lovely wool plaids, in new Spring colors, knife pleated.

They are all in 34 to 38 inch lengths, and 24 to 30 inch waist bands.
(Second Floor, Chestnut)

Delightful Novelty Suits for Women

Prices \$70 to \$175

Hardly two of these suits are alike. The materials are fine Poiré twills, light-weight gabardines, serges and tricootines, and these materials are almost invariably dark blue—the exceptions being black and tan. But the interest of the suits is in their cut and ornamentation.

One shows the new little Eton jacket heavily embroidered and worn with an accordion-pleated skirt.

One is a very severely tailored affair, both coat and skirt.

Another shows a coat with deep double curves, rich with embroidery.

One odd little box jacket is perfectly straight in front and runs down to a point in the back.

Many of the coats are hip length and then split up the sides, to give an effect of slenderness.

Some have all their ornamentation on their large important-looking pockets.

Tailors' arrows and other stitchery are frequently used.

A little gold tracery is sometimes mixed with black silk.

One novel coat is tucked all over with a broad border of gray wool work.

Inter-laced braid is sometimes used.



A few suits have jet beading. Occasionally there is an interesting vest of duvetyne. Prices are \$70 to \$175.
(First Floor, Central)

Now Begins the Choosing of Silks for Summer Frocks

Plenty of new silks have come in lately for this purpose and they all reflect the lighter, gayer colors, the new Summer designs that will be used for these same frocks.

First of all—the brilliant "drap de polo," the novelty sports silk of the season. Vivid in color and in large stripes and plaids. Geranium red, flame, gray and jade green are the colors and it is \$6.50 a yard.

For afternoon dresses are new printed radiums in small figures, very lovely at \$5 and \$5.50 a yard.

New printed soft taffetas, stripes and figures. \$5.50 a yard. And, in all white, \$5 a yard.

New printed foulards in staple dark blues and black grounds, with white and black printings. Also in several other colors with two and three tone printings, \$4 and \$4.50 a yard.

(First Floor, Chestnut)



Krimmer, the Coming Fur, Trims a New Satin Wrap

Among fashion authorities there is much talk of this fur for Fall and this is its first appearance on a wrap.

The wrap in question is a very beautiful black satin with full gathers in the back, tassels to finish off the arm openings and a large collar with squared ends of this pretty curly gray fur. The silk lining is gray also. \$300 is the price.

Another new wrap with novel fashion features is a beautiful silk and wool duvetyne with large open armholes bound with a cord of the material, and the same cord finishes the neck and ties with tassels ends. It is reindeer color, lined with salmon pink and \$325 in price.

These are only examples of the new late Spring wraps now arriving in the Coat Salons.
(First Floor, Central)

The Favorite Underwear of the Outdoor Woman

We have a new lot of these garments in striped and plaid madras. They can be laundered easily and always look fresh and dainty. Price \$1.50.
(First Floor, Market)

Envelope Chemises

Some women prefer these garments. A shipment just received are of simple nainsook with sheer laces for trimming. They are very pretty altogether and priced from \$2.50 to \$5.
(Third Floor, Central)

All-Wool Serge Special at \$3 a Yard

In navy blue (the color that everybody wants), and after comparing it with serges of the same price elsewhere we are sure that it is the best one can find. In fact, there is a real scarcity of the finer serges at any price.

Two weights—one a very fine grade for dresses, 42 inches wide, and a heavier one, especially for tailored suits, capes and coats. This is 44 inches wide.
(First Floor, Chestnut)

Women's New Low Shoes, Exceptional at \$9.50

Only the fact that they were contracted for months ago makes it possible for us to sell these shoes at such a low price.

Black calfskin oxfords with long wing tips and military heels.

Patent leather oxfords with turn soles and high or baby Louis heels. Patent leather and black calfskin plain pumps with turn soles and high or baby Louis heels. Patent leather tongue pumps with high Louis heels.
(First Floor, Market)

The Rich and Unique Fifth Floor Furniture Displays Have Been Handsomely Replenished

The Chestnut Street Section of the Fifth Floor is a unique spot in the furniture business of America. We are told that there is no other display in the country to equal it, whether one considers the ensemble or the individual groups and pieces.

The furniture shown here includes drawing-room, living-room, library, hall and occasional furniture.

Recently this particular section has been notably enhanced by the arrival of many fine new pieces, so that as an exhibition it is now especially interesting and superb.

The new arrivals include many fine examples of luxurious overstuffed and other upholstered pieces, the best of which are from our own workrooms. We are not biased in favor of these, but we know them to be very good in every particular. Then there is such a delightful choice of great, soft, springy davenport and "lazy" chairs in tapestry and also in mohair and velour.

Hall pieces of much individual charm are shown in great variety, including many finely done chairs, reproducing in spirit and outline the beautiful old-time models.

Impressive and charming highboys of various types, cabinets of quaintness, console tables, great library tables in various fine carvings, unique bits for odd corners—all these are here in a diversity that is appealing, captivating and delightful.
(Fifth Floor, Chestnut)

Smart and Very New Are These English Duplex Gloves for Women

Not since that far-back time "before the war" have we had fine fabric gloves like these from abroad. These were ordered in England for this Spring, and are just out of the customs.

To imitate the hand-sewn doekins are hand-sewn duplex gloves in white or chamois color, with two large pearl buttons for fastening. They are sewn in black. \$1.75 a pair.

Half pique sewn and in white, pastel and heaver are more of these fabric gloves, with two pearl buttons for fastening. They are \$1.50 a pair.

They come just in time for women to wear this Spring!
(Main Floor, Central)

Many New Homes Mean Many New Hall Clocks

In the suburban home the hall clock is the one that every member of the family depends upon for train time.

Only the best and most dependable timekeepers are here. In solid mahogany cases, a large variety of styles, some with hour and half-hour strike, some with one, two or three chimes. Prices from \$260 to \$815.
(Jewelry Store, Chestnut and Thirteenth)

Rachmaninoff Godowski Ornstein Levitzki Rubinstein—

These are only a few of the master pianists that have played for the

AMPICO Reproducing Piano

What a wonderful thing it is to be able to sit in your favorite chair at home and hear the world's greatest artists play your own piano!

And what a fine thing it is that the achievements of these men have been perpetuated, to live after them as surely as the work of the painter, the sculptor or the poet, and do their part in the uplifting of the world.

Come in some time and let us show you what the Ampico reproducing piano can do. No printed words can give you any conception of its marvels.

A visit entails no obligation to buy, but if you wish to do so, convenient terms can be arranged.
(Egyptian Hall, Second Floor)

In the Face of Conditions These Are Exceptional Linens

Probably you have read or heard of the unfavorable conditions prevailing in the linen market.

Unfortunately, it is all too true. What is more, there is no indication that things are likely to improve, but every indication that they are likely to be prolonged—at least for a year or more.

We ourselves would now have to pay considerably more at wholesale than you are asked to pay at retail for many of the grades of table linen we are now offering.

There is not an item in the stock that can be bought to sell for anything like the price we have marked on it.

Here, for instance, is a heavy silver-bleached Irish double damask table linen, of pure flax, 70 inches wide, free from dressing; also a 72-inch heavy Irish damask of exceptional body, both of which are priced at \$4 a yard, although it would cost considerably more to buy them at the looms today.

Another exceptionally good item is a plain white linen suiting for skirts and dresses, all pure linen, 36 inches wide, \$1 a yard.

Every day that passes makes goods of this kind more unusual at these prices.
(First Floor, Chestnut)

An Opportunity to Buy Whittall Anglo-Persian Rugs

With the market almost sold out of these finest of Wilton rugs, and with a further advance in price imminent, we can offer a fine selection of Anglo-Persians, in a complete range of sizes, at the prices which have been ruling for some months past.

This is possible because we have just received a shipment that has been due for weeks, but was delayed by embargo.

Our earnest advice to any persons wanting these fine rugs at their present prices, is to lose no time in making their selections.

9x12 ft., \$175	6.9x12 ft., \$144	11.3x15 ft., \$300
8.3x10.6 ft., \$159	9x15 ft., \$240	36x63 in., \$28.25
6x9 ft., \$108	10.6x12 ft., \$240	27x54 in., \$18
	10.6x13.6 ft., \$270	

(Seventh Floor, Chestnut)

3000 Yards of Striped Crash for Chair Backs, Just Opened, 30c a Yard

These goods, which have lately come across the Atlantic, were specially woven in green, red and brown stripes for chair backs, particularly for use on porch chairs.

The colors are guaranteed fast and the material a good, heavy, serviceable cotton, 17 inches wide, and quite moderate in price, all things considered, 30c a yard.
(First Floor, Chestnut)